IN THE UNITED STATES COURT
FOR THE EASTERN DISTRICT OF TEXAS
TYLER DIVISION

ADVANCEME, INC.	§	
Plaintiff	§	
	§	
VS.	§	
	§	
RAPIDPAY, LLC, BUSINESS CAPITAL	§	CAUSE NO. 6:05CV424 LED
CORPORATION, FIRST FUNDS LLC,	§	
MERCHANT MONEY TREE, INC.,	§	
REACH FINANCIAL, LLC and	§	
FAST TRANSACT, INC. d/b/a	§	
SIMPLE CASH	§	
Defendant	§	

NOTICE OF APPEARANCE OF
ADDITIONAL COUNSEL FOR DEFENDANTS FIRST FUNDS LLC,
MERCHANT MONEY TREE, INC., & REACH FINANCIAL, LLC

Defendants, First Funds LLC, Merchant Money Tree, Inc. & Reach Financial, LLC files this Notice of Appearance of Additional Counsel, and hereby notifies the Court that J. Matt Rowan of the law firm Potter Minton, A Professional Corporation, 110 N. College, Suite 500, Tyler, Texas 75702, mattrowan@potterminton.com, is appearing as additional counsel for First Funds LLC, Merchant Money Tree, Inc. & Reach Financial, LLC in the above-referenced matter. All pleadings, discovery, correspondence and other material should be served upon counsel at the address referenced above.

Dated: May 4, 2007

Respectfully submitted,

POTTER MINTON
A Professional Corporation
110 N. College, Suite 500 (75702)
P. O. Box 359
Tyler, Texas 75710
(903) 597 8311
(903) 593 0846 (Facsimile)

By: *_/s/ J. Matt Rowan*____________
J. MATT ROWAN
State Bar No. 24033137

ATTORNEYS FOR FIRST FUNDS LLC,
MERCHANT MONEY TREE, INC.
& REACH FINANCIAL, LLC

CERTIFICATE OF SERVICE

I hereby certify that all counsel of record who have consented to electronic service and are being served with a copy of this document via the Court's CM/ECF system per Local Rule CV-5(a)(3) on this the 4th day of May, 2007. Any other counsel of record will be served by first class mail on this same date.

*_/s/ J. Matt Rowan*____________
J. MATT ROWAN